

Journal Index 1964-65

The listing of articles, authors, and advertisers in the JOURNAL OF COLLEGE PLACEMENT, October, December, February, and April issues, Volume XXV, published in the current college year.

ARTICLES AND AUTHORS

A

- After Placement — What? 3:26
Anatomy of a Counselor, The, 2:49
Arm Them With Facts, 2:133
At Washington — A New Kind of 'Revolution,' 1:22
Athos, Anthony G., 3:42

B

- Barlow, Walter G.*, 3:24
Barometer, The Journal, 1:17, 2:17, 3:17, 4:17
Beaumont, Andre G., 2:26
Beginning Engineer's Job, The — Some Conflicting Perceptions, 3:121
Bishop, Joan Fiss, 4:37
Book Reviews, 2:85, 4:43
Boom by '70, The, 1:37
Brain Storm at Tahoe, 1:44
Bratt, Elmer C., 1:37

C

- College President Speaks Out, A, 2:42
College Recruiting Is for the Birds, 2:77
Corporate Image, The: Fact or Fiction? 4:85
Council Calendar, The, 1:21, 2:13, 3:9, 4:23

D

- Dils, Eugene*, 4:119
Discontent Among Engineers, 3:24
Dream Becomes Reality, A, 4:28
Duffield, Hugh K., 3:28

E

- Eckberg, Arthur R.*, 2:69
Exercise in Fundamentals, An, 1:57

F

- For Your Information, 1:87, 2:115, 3:97, 4:123
Friendly Invaders, The, 2:26
From 35 East Elizabeth, 1:13, 2:23

G

- Grades + Activities = Financial Success? 4:26

H

- Hale, Lester L.*, 4:45
Hill, Walter A., 3:121

I

- Index to Advertisers, 1:11, 2:11, 3:5, 4:132
Industry's Great Need, 3:28
Inside the Council, 3:13, 4:13
Irvin, R. J., 4:85

J

- Jensen, Jerry J.*, 2:61
Job Turnover: The Lorelei Theory, 3:42
Johnston, T. J., 2:30

K

- Kauffman, Warren E.*, 1:22

L

- Letters, 1:5, 2:7, 4:5
Lowe, William H., 4:73

M

- M.B.A. Versus the B.A. Degree, The, 1:26
MCPA Survey of Recruiting Results and Practices, 1:115
Macy, John W., Jr., 3:26
Marks, J. A., 4:28
Mason, Robert D., 4:26
Moak, Franklin E., 2:49
Munschauer, John L., 2:37

N

- Nance, Willis H.*, 3:56
New CPC Forms: A Step Toward Greater Efficiency, 2:55
New Faces on the Executive Board, 1:33

O

- Officers of the College Placement Council, 1:143, 2:139, 3:139, 4:135
Officers of the Regional Placement Associations, 1:144, 2:140, 3:140, 4:136

ADVERTISERS

- Aeronutronic Div. of Philco Corp., 1:92, 2:82, 3:15, 4:133
Aetna Casualty and Surety Co., 1:77, 2:123, 3:14, 4:69
Aluminum Co. of America, 1:1, 2:1, 3:1, 4:1
Associates Investment Co., 1:117, 2:41, 3:67, 4:122
Bank of America, 1:99, 2:103, 3:7, 4:48
Bell Telephone System, 1:105, 2:35, 3:71, 4:117
Benton & Bowles, Inc., 1:85, 2:109, 3:23, 4:83
Bethlehem Steel Corp., 1:2C, 2:2C, 3:2C, 4:2C
Boeing Co., 1:95, 2:117, 3:48, 4:89
Burroughs Corp., 1:139, 2:32, 3:95, 4:107
Calgon Corp., 3:103

P

- Perkins, John A.*, 2:42
Placement and the Business/Education Gap, 4:119
Placement Central, 2:30
Placement: The End or the Beginning? 4:73
Placement's Undeveloped Dimensions, 4:45
Profile, A: The Woman in Liberal Arts, 4:37

R

- Reaffirmation of a Philosophy, 1:49
Regional Reports, 1:57, 2:89, 3:81, 4:93
Report Card for Placement, A, 3:56

S

- Shinagel, Michael*, 1:26
Smith, Allen M., 2:133
Solid Year on Which to Build, A, 1:28
Statistical Report, A: Placement and Recruitment, 4:55
Status Images, 1:37A

T

- Tew, Raymond E.*, 4:81
Three Approaches to Placement, 2:37

U

- Updyke, Don W.*, 2:77

V

- View From the Top, The, 4:81

W

- Who Speaks for Student Employment? 2:69
Why Social Work? 4:60
Williamson, Margaret, 4:60

Y

- Your Placement Story: In 25 Minutes, 3:65
Your Summer Job Program — a Success or a Failure? 2:61

Journal Index 1964-65

The listing of articles, authors, and advertisers in the JOURNAL OF COLLEGE PLACEMENT, October, December, February, and April issues, Volume XXV, published in the current college year.

ARTICLES AND AUTHORS

A

- After Placement — What? 3:26
Anatomy of a Counselor, The, 2:49
Arm Them With Facts, 2:133
At Washington — A New Kind of 'Revolution,' 1:22
Athos, Anthony G., 3:42

B

- Barlow, Walter G., 3:24
Barometer, The Journal, 1:17, 2:17, 3:17, 4:17
Beaumont, Andre G., 2:26
Beginning Engineer's Job, The — Some Conflicting Perceptions, 3:121
Bishop, Joan Fiss, 4:37
Book Reviews, 2:85, 4:43
Boom by '70, The, 1:37
Brain Storm at Tahoe, 1:44
Bratt, Elmer C., 1:37

C

- College President Speaks Out, A, 2:42
College Recruiting Is for the Birds, 2:77
Corporate Image, The: Fact or Fiction? 4:85
Council Calendar, The, 1:21, 2:13, 3:9, 4:23

D

- Dils, Eugene, 4:119
Discontent Among Engineers, 3:24
Dream Becomes Reality, A, 4:28
Duffield, Hugh K., 3:28

E

- Eckberg, Arthur R., 2:69
Exercise in Fundamentals, An, 1:57

F

- For Your Information, 1:87, 2:115, 3:97, 4:123
Friendly Invaders, The, 2:26
From 35 East Elizabeth, 1:13, 2:23

G

- Grades + Activities = Financial Success? 4:26

H

- Hale, Lester L., 4:45
Hill, Walter A., 3:121

I

- Index to Advertisers, 1:11, 2:11, 3:5, 4:132
Industry's Great Need, 3:28
Inside the Council, 3:13, 4:13
Irvin, R. J., 4:85

J

- Jensen, Jerry J., 2:61
Job Turnover: The Lorelei Theory, 3:42
Johnston, T. J., 2:30

K

- Kauffman, Warren E., 1:22

L

- Letters, 1:5, 2:7, 4:5
Lowe, William H., 4:73

M

- M.B.A. Versus the B.A. Degree, The, 1:26
MCPA Survey of Recruiting Results and Practices, 1:115
Macy, John W., Jr., 3:26
Marks, J. A., 4:28
Mason, Robert D., 4:26
Moak, Franklin E., 2:49
Munschauer, John L., 2:37

N

- Nance, Willis H., 3:56
New CPC Forms: A Step Toward Greater Efficiency, 2:55
New Faces on the Executive Board, 1:33

O

- Officers of the College Placement Council, 1:143, 2:139, 3:139, 4:135
Officers of the Regional Placement Associations, 1:144, 2:140, 3:140, 4:136

ADVERTISERS

- Aeronutronic Div. of Philco Corp., 1:92, 2:82, 3:15, 4:133
Aetna Casualty and Surety Co., 1:77, 2:123, 3:14, 4:69
Aluminum Co. of America, 1:1, 2:1, 3:1, 4:1
Associates Investment Co., 1:117, 2:41, 3:67, 4:122
Bank of America, 1:99, 2:103, 3:7, 4:48
Bell Telephone System, 1:105, 2:35, 3:71, 4:117
Benton & Bowles, Inc., 1:85, 2:109, 3:23, 4:83
Bethlehem Steel Corp., 1:2C, 2:2C, 3:2C, 4:2C
Boeing Co., 1:95, 2:117, 3:48, 4:89
Burroughs Corp., 1:139, 2:32, 3:95, 4:107
Calgon Corp., 3:103

P

- Perkins, John A., 2:42
Placement and the Business/Education Gap, 4:119
Placement Central, 2:30
Placement: The End or the Beginning? 4:73
Placement's Undeveloped Dimensions, 4:45
Profile, A: The Woman in Liberal Arts, 4:37

R

- Reaffirmation of a Philosophy, 1:49
Regional Reports, 1:57, 2:89, 3:81, 4:93
Report Card for Placement, A, 3:56

S

- Shinagel, Michael, 1:26
Smith, Allen M., 2:133
Solid Year on Which to Build, A, 1:28
Statistical Report, A: Placement and Recruitment, 4:55
Status Images, 1:37A

T

- Tew, Raymond E., 4:81
Three Approaches to Placement, 2:37

U

- Updyke, Don W., 2:77

V

- View From the Top, The, 4:81

W

- Who Speaks for Student Employment? 2:69
Why Social Work? 4:60
Williamson, Margaret, 4:60

Y

- Your Placement Story: In 25 Minutes, 3:65
Your Summer Job Program — a Success or a Failure? 2:61

Continental Can Co., Inc., 1:67, 2:132, 3:8, 4:92
 Continental Grain Co., 2:88
 Crawford and Co., 1:109, 2:5, 3:63, 4:97
 Douglas Aircraft Co., Inc., 1:107, 2:51, 3:91, 4:125
 Dow Chemical Co., 1:37, 2:8, 3:50, 4:118
 Du Pont Co., 1:101, 2:104, 3:36, 4:72
 Eagle-Picher Co., 1:108, 2:13, 3:118, 4:23
 Education Council of the Graphic Arts Industry, 1:7, 2:47, 3:104, 4:9
 Equitable Life Assurance Society, 1:111, 2:15, 3:52, 4:99
 Esso Research and Engineering Co., 1:89, 3:93
 FMC Corp., 1:10, 2:99, 3:111, 4:36
 Factory Mutual Engineering Div., 1:11, 2:78, 3:102, 4:106
 Fairchild Semiconductor, 1:55
 Fidelity Mutual Life Insurance Co., 1:96, 2:11, 3:106, 4:126
 Financial Executives Institute, 1:93, 3:85
 Ford Motor Co., 1:8, 2:74, 3:10, 4:70
 General Electric Co., 1:2, 2:2, 3:2, 4:2
 General Foods Corp., 1:59
 General Motors Corp., 1:97, 2:111, 3:46, 4:57
 Hallmark Cards, Inc., 1:125, 2:21, 3:77, 4:105
 Harvard Medical School, 1:32, 2:86, 3:35, 4:130
 Harvard University, 1:102, 2:33, 3:94, 4:41
 Hertz Corp., 2:81, 3:54, 4:52
 Hoffmann-La Roche Inc., 1:81, 2:131, 3:16, 4:91
 Honeywell, 1:73, 2:121, 3:12, 4:84
 Hughes Aircraft Co., 1:38, 2:67, 3:135, 4:16
 International Business Machines Corp., 1:123, 2:4, 3:61, 4:121
 International Telephone & Telegraph Corp., 1:86, 2:113, 3:44, 4:75
 Jet Propulsion Laboratory, 1:103, 2:40
 Joy Manufacturing Co., 1:112, 2:25, 3:114, 4:39
 Kellogg, M. W., Co., 1:83, 2:125, 3:40, 4:54
 Kelsey-Hayes Co., 2:84, 3:105, 4:22
 Massachusetts Mutual Life Insurance Co., 2:62, 3:31
 McDonnell Aircraft Corp., 1:65, 2:135, 3:30, 4:79
 McGraw-Hill Book Co., Inc., 1:47, 2:23, 4:102
 McGraw-Hill Inc., 1:12, 2:71, 3:129, 4:42
 Mead Johnson & Co., 1:69
 Merck & Co., Inc., 2:73, 3:55
 Mitre Corp., 1:52, 3:100
 Monsanto Co., 1:54, 2:83, 3:115, 4:40
 Montgomery Ward & Co., 1:135, 2:10, 3:41, 4:111

Motorola Inc., 1:48, 2:97, 3:6, 4:50
 National Cash Register Co., 1:4, 2:101, 3:125, 4:24
 New York State Dept. of Civil Service, 3:70, 4:110
 Northwestern Mutual Life Insurance Co., 1:36, 2:59, 3:79
 Olin Mathieson Chemical Corp., 1:113, 2:36, 3:83, 4:101
 Ontario Dept. of Civil Service, 1:88, 2:94
 Pacific Mutual Life Insurance Co., 3:69
 Pan American — Guided Missiles Range Div., 1:127, 2:12, 3:59, 4:113
 Penney, J. C., Co., Inc., 1:50, 2:87, 3:107, 4:14
 Phillips Petroleum Co., 1:133, 2:16, 3:64, 4:109
 Pratt & Whitney Aircraft (Div. of United Aircraft Corp.) 1:14, 2:107, 3:21, 4:65
 Procter & Gamble, 1:71, 2:68, 3:78, 4:80
 Radio Corp. of America, 1:3C, 2:3C, 3:3C, 4:3C
 Reynolds Metals Co., 1:79, 2:114, 3:22, 4:67
 Reynolds, R. J., Tobacco Co., 1:119, 3:96
 Rohm & Haas Co., 1:40, 2:60, 3:137, 4:12
 Royal-Globe Insurance Cos., 3:98, 4:115
 Salmon, Kurt, Associates, Inc., 1:129, 2:38
 Sandia Corp., 2:58, 3:53
 Shell Cos., 2:119, 3:32, 4:63
 Sikorsky Aircraft (Div. of United Aircraft Corp.), 1:141, 2:22, 3:75, 4:103
 Sylvania Electric Products Inc., 2:129, 3:34
 Sylvania Electronic Systems, 1:34, 2:63, 3:119, 4:38
 TRW Space Technology Laboratories, Inc., 2:91
 Travelers Insurance Cos., 1:91, 2:6, 3:117, 4:35
 Uarco, Inc., 1:42, 2:65, 3:133, 4:10
 Union Bag-Camp Paper Corp., 1:18, 2:18, 3:18, 4:18
 Union Carbide Corp., 1:63, 2:137, 3:4, 4:87
 United Air Lines, Inc., 1:46, 2:54, 3:127, 4:21
 United Aircraft Corporate Systems Center, 3:113, 4:44
 United States Air Force, 1:75, 2:127, 3:38, 4:59
 United States Gypsum Co., 2:93
 United States Steel Corp., 1:4C, 2:4C, 3:4C, 4:4C
 Western Electric Co., Inc., 2:14, 4:95
 Westinghouse Electric Corp., 1:131, 2:46, 3:80, 4:129
 Women's Educational and Industrial Union, 1:76, 2:124, 3:45, 4:120
 Woolworth, F. W., Co., 1:16, 2:52, 3:123, 4:25
 Xerox Corp., 2:95, 3:109

AERONUTRONIC NEWPORT BEACH, CALIFORNIA

A wide range of opportunity in Aerospace, Electronics and Weapon System research and development.

Requirements include: B.S., M.S. and Ph.D. in E.E., Aero, Physics, M.E., Thermo, Math or Geophysics.

CITIZENSHIP REQUIRED

Contact your Placement Office for our interview schedule or write:

MR. MAX B. MILLER
College Relations
Coordinator

AERONUTRONIC

Division of
Philco Corporation

A Subsidiary of
FORD MOTOR COMPANY
Ford Road, Dept. J4
Newport Beach, California

An equal opportunity employer